Lot 1 SI Sale, Tag No 58 shown at 2 years. Impressive 275kgs sale day. Sold to Craig Smith, Te Anau $20,000

NEWSLETTER
MAY 2014

WILKINS FARMING
BREEDING FOR THE FUTURE

WWW.WILKINSFARMING.CO.NZ
Welcome to our Newsletter for the Autumn 2014. Once again thanks to our staff, service providers and purchasers of our stock for their support.

It is a huge team effort to get the stock to sale which is appreciated and reflects in the success of our sales.

We appreciate the support at both our North and South Island sales this year and we have again been encouraged by your feedback. We hope the stags you purchased have arrived safely and are in good health.

The intention of the newsletter is to again to give you a review of stags sold by public sale over the summer, and gain an insight into our investment in three new 2 year old red stags for our stud.

One of these stags has been bred by ourselves, sired by our highly regarded sire stag 144 O-05, this stag 334 B 11 has had +24 at 12 month and Carcass lean +8.64 EBV. This stag will help maintain momentum within our European breeding programme.

The other two stags we purchased will specifically enhance our maternal breeding programme that is focused specifically around German and English genetics. These stags are featured further in this newsletter which I am sure you will be impressed with not only by their growth rate and body size for this type but also their impressive antler for age.

We have also touched on the new batch of young sires that we will be offering to the market this season which I hope will attract your interest with the live weights continuing to impress along with the improving EBV’s.

We are planning to be at the Deer industry conference in Methven this year so we hope to see you there.

On farm our team have been very busy with weaning and mating (including 600 AI), Pauline, Darrell and Murray have had new recruit Jeremy Elliott from the UK join our team along with Taratahi student Jesse Heads helping through this busy period.

The farm gate returns of the red meat industry including deer are still disappointing and need to improve. I still feel there is value to be created with the quality of product we are producing from our deer. There are success stories out there and rewarding opportunities. We need to ensure that we are working harder than ever together to extract our fair share of the retail value through working closely with your preferred marketers.

Some constructive steps forward have been achieved in regards to improving returns with an initial agreement around collaborative marketing reached with our 5 main exporters.

Also further marketing licences have been signed off for Alliance Group to gain access to China for venison, offal and co products. This can only be seen as very positive news when understanding the demands and value China has had on other NZ agricultural produce.

Again on a personal note I would like to acknowledge John South, who was an agent who I worked closely with when cutting my teeth in the industry and who is fighting very serious health issues which I wish him good luck with.

Also condolences to the Brookes family in regard to the passing of Rob Brookes who was an industry pioneer and the vendor who sold us our 1st stud hinds and some top sires.

Regards,

Michael Wilkins
On behalf of the team at Wilkins Farming.
**North Island Sale**

Top Price $8,000  
Average $3,150  
including Auction and Private Treaty  
27 animals

General comments:  
A mixed result on sale day with 19 sold.  
Amongst the top animals purchased was Lot 20, not only did this stag have top venison growth rates but it also harvested a top velvet head estimated to be over 6kgs! For a European type sire this makes him a great potential all-round sire.

Since the auction the balance of the animals have been sold, so it is pleasing to have a total clearance of stock in the North Island again.

Thanks again for the support of our old and new clients in the North.

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**South Island Sale**

Top Price $20,000  
Average $3,900

General comments:  
47 sold, again very positive feedback on the quality of stock and the manner they were presented. Neville Clarke the auctioneer highlighted two sale features for his selling season, **the top 12 month EBV for growth rate and the biggest 2 year sale day weight he had ever sold at 275 kgs**!  43 stags were over 200 kgs on sale day across all three types Eastern, European and Maternal.

We would like to thank all the people that attended our South Island sale especially those that travelled some distance.
SALES OF NOTE

NORTH ISLAND

Lot 20, European
Live Weight 203kgs
Sold to
Malcolm George
$8,000

Lot 22, European
Live Weight 226kgs
Sold to Karen and
Michelle Middleberg
$4,800

Lot 25, Eastern
Live Weight 216kgs
Sold to Richard Hilson
$6,000

NI Weights:
13/12/13

SI Weights:
13/1/2014

SOUTH ISLAND

Lot 1, Eastern
Live Weight 275kgs
Sold to
Craig Smith
$20,000

Lot 2, Eastern
Live Weight 237kgs
Sold to
Ida Valley Station
$5,500

Lot 3, Eastern
Live Weight 245kgs
Sold to
Harrex Partnership
$7,000

Lot 101, European
Live Weight 214kgs
Sold to
Steve Clark
$4,000

Lot 102, European
Live Weight 212kgs
Sold to
Jim Barclay
$4,500

Lot 106, European
Live Weight 226kgs
Sold to
Stoneyhurst
$6,000

Lot 108, European
Live Weight 218kgs
Sold to
High Peak
$3,500

Lot 115, European
Live Weight 205kgs
Sold to
Mendip Hills
$3,300

Lot 132, European
Live Weight 225kgs
Sold to
Dunblane Farms
$4,000

Lot 200, Maternal
Live Weight 216kgs
Sold to
Glen Echo
$6,300

Lot 205, Maternal
Live Weight 201kgs
Sold to
Koromiko
$2,800

Lot 103, European
Live Weight 211kgs
Sold to
B Allen Gore
$3,600

Lot 20, European
Live Weight 203kgs
Sold to
Malcolm George
$8,000

Lot 22, European
Live Weight 226kgs
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NI Weights:
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WILKINS FARMING
BREEDING FOR THE FUTURE
FUTURE SIRES LOOKING FORWARD

Once again we are really looking forward to putting our next crop of stags to the market.

Easterns Top 20

<table>
<thead>
<tr>
<th>Sire Name</th>
<th>Sire Details</th>
<th>15 month live weight</th>
<th>BV Average</th>
<th>LEANeBV Average</th>
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</thead>
<tbody>
<tr>
<td>WF 566/G/09</td>
<td>WF 144/O/05</td>
<td>182 kgs</td>
<td>16.61</td>
<td>7.85</td>
</tr>
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Europeans Top 40

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* W12eBV’s & LEANeBV’s current as at 4/2/2014
* Date photo taken 1/4/2014
* 15 month live weight (as shown below left), weighed 10/2/2014
ON FARM

Ross McDonald from Excell breeding, processing fresh semen collection for AI

Pauline processing the DNA and associate records at weaning

Jeremy and Jesse preparing for cidr implant pre AI
Anthony spoke at our Deer Conference in Wellington last year.

My recent visit to Sydney and their store has shown, where there is population and strategy, you can be rewarded for supplying a superior product and service. The shop, one part of their business, was very busy. The presentation, ability to view preparation of the product and sides of beef hanging was impressive. Retailing meatloaf at AUS$75 per kg and selling it! They had a sense of pride and value in what they were achieving, run by people who understood and were in touch with their market.

"The majority of our venison is sold wholesale. It is certainly the restaurant trade where we sell the majority of it. Venison always carries a significant premium over other red meat and so it should. It is a unique and special product.

Personally I am very bullish about the industry, food and the consumption of red meat in general.

It's just a matter of finding your niche, your point of difference, communicating this to your client or the end user in a clear and concise way and believing in what you do and working hard. Obviously branding and marketing have a large part to play also. But as I've learnt over the years, you've just got to keep at it and being constantly innovative and above all, adopting change and understanding that consumer demands are changing and the overall market is always changing."

Spoken by Anthony Puharich

www.victorchurchill.com
INFINITY

NOTE: Infinity sold to Cane Deer - Jan 2014
2014 Elite Eastern Hinds for Private Treaty

We again have a small selection of Elite Eastern hinds for sale after scanning. The majority of these have pedigrees that are successful or proven for breeding stags with wide clean heads that have huge structure which the Eastern deer are renowned for.

Again this year we have mated a high scoring multi pointed English/German sire called Infinity, very correct and long lower tynes to match his multi point tops across the elite Eastern hinds we have selected for this breeding programme. We have also used the wide multi pointed Eastern sire Milano over a selection of these hinds.

Where there is interest, we may consider selling other hinds, in calf to some of our other top sires

Please contact us for a schedule or your local deer specialist.
**NEW SIRES TO LOOK OUT FOR...**

**WILKINS FARMING**  
**BREEDING FOR THE FUTURE**

**SIRE OF THE FUTURE**  
**FOV 1320/11**

FOV 1320/11 shown at 2 years  
* Pure German

This stag again has great mix of growth rate 43 kgs weaning to 128 kgs at 12 months combined very wide stylish antler potential.

Bred by Foveran Deer Park sired by Image out of dam 7354/07 full sister to new master sire at Foveran Sebastian featuring Amadeus and Red Baron in her pedigree.

Another new sire to add to both our maternal and European breeding programmes.

<table>
<thead>
<tr>
<th>AGE</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Weaning Weight 22/04/2012</td>
<td>43</td>
</tr>
<tr>
<td>February Weight (13 month)</td>
<td>128</td>
</tr>
<tr>
<td>2 year old Weight (32/12/2013)</td>
<td>190</td>
</tr>
</tbody>
</table>

**WILKINS FARMING**  
**BREEDING FOR THE FUTURE**

**SIRE OF THE FUTURE**  
**334/B/11**

Shown at 2 years  
* European

The star European stag for born 2011. Heaviest 11 month weight at 146.6 kgs, equal heaviest Feb weight 188 kgs, impressive 12 mth EBV at +23.65 and in the top 5 for every other trait. This stag has huge potential to be new super sire like his sire 144-O-05.

<table>
<thead>
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<tbody>
<tr>
<td>Mar (month)</td>
<td>77</td>
</tr>
<tr>
<td>Oct (linewh)</td>
<td>146.5</td>
</tr>
<tr>
<td>February weight</td>
<td>138</td>
</tr>
<tr>
<td>Estimated loin weight</td>
<td>4.92</td>
</tr>
<tr>
<td>Carcass lean weight BY</td>
<td>8.64</td>
</tr>
<tr>
<td>EBV 12 month</td>
<td>24.00</td>
</tr>
</tbody>
</table>
This stag seems to have it all. Sired by Amadeus (Pure German) bred by Foveran which they described as “the most amazing 2 year old stag ever produced” out of a German/English Dam. This dam is sired by Steinlager bred by Black Forest and going back to Colin which is a Festl Park German Sire so in all 7/8 German/English.

His performance figures for this breed type in growth rate is rarely seen 148 kgs at 15 months of age and sale day of 244 kgs at 2 years was the reason we made this purchase from breeders Eddie and Elliot Brock.

The added bonus in this sire was not only did he have super growth rates but the outstanding antler as you will see from the photos at 2 years of age, estimated to be +6 kgs of velvet.

We are looking forward to seeing the impact this stag will make in both our European and Maternal breeding programmes.
Sender:
Wilkins Farming Limited
1018 Waipounamu Road
RD6 Gore

WWW.WILKINSFARMING.CO.NZ